

BEM VINDO

Young Health Programme Brazil
Biannual Report, Phase 3
Jul-Dec 2017

List of Acronyms

AFHC	Adolescent Friendly Health Centre
BCC	Behaviour Change Communication
CSG	Community Stakeholder Group
GBV	Gender Based Violence
IEC	Information Education Communication
NCD	Non-Communicable Disease
NGO	Non-Governmental Organisation
SRHR	Sexual and Reproductive Health and Rights
UBS	Unidades Básicas de Saúde (Primary Health Care Centre)
YHP	Young Health Programme

YOUNG HEALTH PROGRAMME BRAZIL

Improving health and gender equality for young people in São Paulo

Bi-annual Report, July-December 2017

Context

The Young Health Programme in Brazil is tackling the significant threat of NCDs by aiming to reduce the associated risk behaviours of harmful use of alcohol, tobacco use, unhealthy diets and physical inactivity. The YHP takes a holistic approach to young people's health through also seeking to improve young people's SRHR and reducing gender inequality. The programme is using strategies including youth empowerment through peer education, community mobilisation, health service strengthening and local advocacy.



Programme Objectives

The overall goal of the project is to contribute to improved health and gender equality of young people between 10-24 years old in vulnerable areas of the southern zone of São Paulo.

Specifically, it aims to achieve this by ensuring that young people in the southern zone of São Paulo are practising fewer risk behaviours due to an increased knowledge and capacity to make informed choices about their health – in the context of improved health services and an enabling support system and policy environment. The objectives of the programme are:

- **Objective 1:** Build the knowledge and capacity of young people to take positive action on their own health
- **Objective 2:** Engage with communities to increase wider awareness and action on key health and gender issues affecting young people
- **Objective 3:** Strengthen the quality and delivery of youth friendly health and education services
- **Objective 4:** Engage with key governmental stakeholders to influence public policies and laws around key health and gender issues affecting young people

A results framework is provided in Appendix 1 of this report.

EXECUTIVE SUMMARY

This reporting period covers the first six months of the YHP Phase 3 in Brazil; the inception phase. The activities detailed here include:

- **Start-up:** recruitment and training of YHP project staff have been recruited and trained, and start-up workshop has taken place
- **Context and impact measurement:** A qualitative Context Study was commissioned to understand the reality of young people's lives in the project areas. In addition, the process of Baseline data survey has been kicked off
- **Youth engagement:** Two gender awareness activities involving 52 adolescents have been carried out
- **Communications:** A youth-facing visual identity has been created for the project
- **Advocacy & partnerships:** initial meetings with multiple stakeholders including government have been held, and partnership proposals developed after stakeholder mapping
- **AstraZeneca collaboration:** There has been good collaboration between Plan International and AstraZeneca Brazil during this period, and a comprehensive ongoing engagement plan has been developed

INCEPTION PHASE

This reporting period covers inception phase activities for YHP Brazil. The project is expected to be reaching direct beneficiaries by April 2018 when the peer education training will start.

Staff recruitment and training

All project team staff were hired between July and November 2017. The now complete project team consists of a project manager, project coordinator, two facilitators, a monitoring and evaluation assistant, and an administrative assistant.

The following training processes were carried out with YHP staff:

- ✓ internal induction of the team on Plan policies;
- ✓ gender training;
- ✓ sensitisation on child protection;
- ✓ training in evaluation and monitoring;
- ✓ PMdPRO training; (Project Management for Development Professionals)
- ✓ training in administrative and financial procedures;
- ✓ advocacy (project coordinator only)

Start-up workshop

An internal project start-up workshop was held in September 2017 attended by Plan International UK, YHP project staff and AstraZeneca Brazil representatives to align on the following areas:

- a) objectives and activities
- b) budget
- c) communication strategies
- d) results framework including indicators and targets
- e) monitoring and evaluation
- f) governance
- g) employee engagement.

Workshop participants also visited the Magdalena Youth Center in Capão Redondo in order to better understand the context of the project area, get to know the work of the Youth Center, and meet some of the adolescents and young people who use the space.

Context study

Between October and December 2017 the team commissioned a consultancy company to conduct a qualitative context study with the aim of exploring the YHP target areas of Capão Redondo and Grajaú. The study focused on the current realities of the project locations including, among others, the availability of health services, barriers for young people to access services, the knowledge, attitudes and practices of young people with regards to the NCD risk behaviours and SRHR. The study also mapped the organisations which are operational in the YHP areas. The study used a variety of methodologies including a desk review of existing documentation such as reports from Municipal Departments of Sao Paulo, focus group discussions with young people and their family members, and interviews with health professionals in the target areas. The study resulted in a list of recommendations which will be used to inform programme implementation, the formation of partnerships, and the strategic direction of the YHP in Brazil.

Plan International Brazil will present and disseminate the main findings of the context study at the official project launch which is scheduled for the 27th of March 2018.

Baseline study

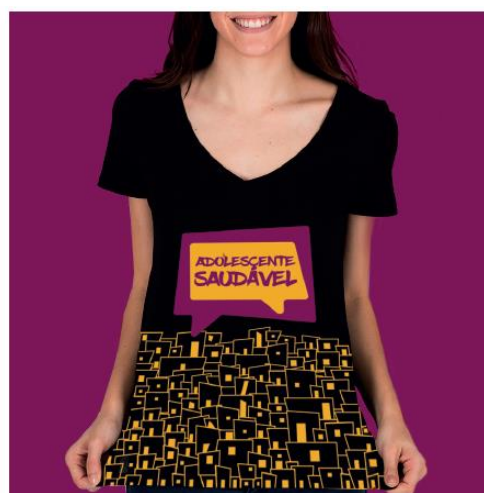
A consultancy firm (Plan Políticas Públicas) was hired in December 2017 to collect detailed baseline data on the project outcome indicators which were jointly developed during the start-up workshop. The establishment of zero-point data will support the YHP in monitoring progress and in assessing impact during the course of the programme. All baseline data is expected to be collected by the end of March 2018 after a report will be submitted to Plan in April 2018.

Peer education materials

A consultancy company (Viração) was hired in December 2017 to produce the peer education manual related to the four risk behaviours that lead to NCDs. The chapters on gender and sexual and reproductive health and rights are being adapted by YHP staff from existing manuals including the manual from the previous YHP phase in Brazil. All the materials are expected to be finalised in March 2018.

Development of the visual identity of the project

A consultancy firm (Ratazanas) was hired in December 2017 to create a visual identity and branding for the YHP in Brazil (pictured). The visual identity is expected to be finalised in February 2018. AZ Brazil has been closely involved in this process.



OBJECTIVE 1: Build the knowledge and capacity of young people to take positive action on their own health

Most of the actions to be carried out under this objective will begin in February 2018, when the school year begins in Brazil and when the selected schools will be able to start registration for the project. However in this inception phase two main activities have been carried out under this objective:

1. The YHP team has sought to establish a partnership with the State and Municipal Education Secretariats and the Department of Social Assistance and Development of the Municipality to carry out the selection of schools and Youth Centers that will participate in the project in the districts.
2. Two gender awareness activities in the Youth Center involving 52 adolescents (see photos):



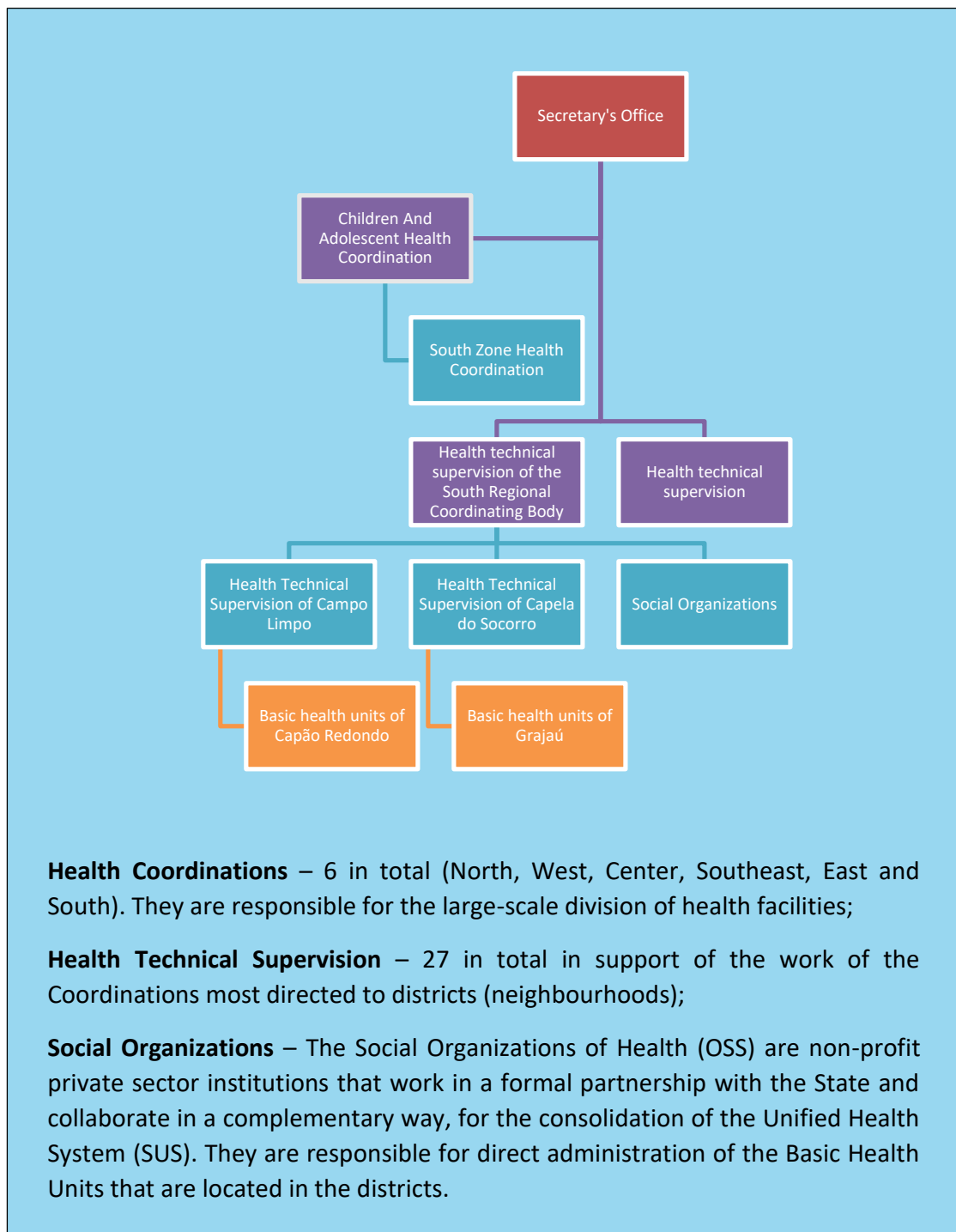
OBJECTIVE 2: Engage with communities to increase wider awareness and action on key health and gender issues affecting young people

During the inception phase, the project team developed strategies to achieve the project objectives. With regard to community engagement, the following actions were taken during this reporting period:

- Mapping of social and community organizations in the communities of Capão Redondo and Grajaú where the project be located. The objective of this mapping was to identify possible important partnerships to contribute to objective 2 and to strengthen these organizations to promote project engagement in the central issues of health of adolescents and young people. It also focused on the identification of the child and adolescent protection network in these territories.
- Defining of key individual stakeholders in communities, such as community association chairpersons, AstraZeneca staff members who can be focal points in the community (this action is being carried out jointly with the AstraZeneca communications team), fathers, mothers and educators who are influential in the community.

OBJECTIVE 3: Strengthen the quality and delivery of youth friendly health and education services

Over this reporting period, the project team focused their efforts on establishing a partnership with the Health Department of the Municipality of São Paulo. In order to serve the entire municipality of São Paulo, the health department has a complex structure as shown below:



A detailed partnership proposal has been developed that includes the Secretariat / Coordination and Plan International Brazil; outlining the responsibilities of both parties over the course of the project. The partnership is expected to be formalised in early 2018.

OBJECTIVE 4: Engage with key governmental stakeholders to influence public policies and laws around key health and gender issues affecting young people

Developing an advocacy strategy

Two key activities have taken place over the project inception phase:

- 1) A workshop on how to develop an advocacy strategy (focusing on processes and format) with the then Advocacy Manager of Plan International Brazil, Flávio Debique;
- 2) A meeting with the YHP team, Communications team and Program Strategy team of Plan Brazil to develop an advocacy strategy.

On the back of these activities the YHP advocacy strategy is currently being built and will be finalized in early 2018.

It is important to add that Plan International Brazil considers the advocacy strategy a live document, which means that it can adapt to deal with the political situation of the relevant territories and municipality. To effectively empower the youth to advocate for their own health, the strategy has to be built with their input.

Stakeholder mapping

During the inception phase, a mapping exercise of the main governmental stakeholders was carried out. Further information on this exercise is available on request.

Initial meetings and outreach with relevant stakeholders

Over this reporting period, the YHP team has attended various meetings with the following confirmed and potential stakeholders:

- Butantã Basic Health Unit (School Unit) – linked to the University of São Paulo
- Capela do Socorro Regional Department of Education Health Institute (which is linked to the State Department of Health)
- Fundação Cafu
- Hurra! Association
- Kaplan Institute
- Municipal Health Secretariat
- Regional Department of Education of Campo Limpo that is responsible for the area of Capão Redondo
- State Department of Education
- Unicef (participation in a working group on Pregnancy in Adolescence)
- Viração – the NGO who will train peer educators on how to deliver the YHP, as well as developing peer educator materials

CHALLENGES AND RECOMMENDATIONS

Implementation challenges	Actions taken and recommendations
Lack of candidates for the Context Study	• Reopening of the process and extension of the registration deadline • Insertion of the Terms of Reference on social networking platforms to increase reach
Delays in hiring the entire project team	• Reopening of selection processes
Lack of candidates for of the Baseline Study	• Extension of registration deadline
Certain budget lines were no longer realistic e.g. in the original proposal budget there were 3 technical assistants (focused on young people, campaigning/advocacy and health). During the inception phase it was decided that the project would benefit more from having a general project facilitator in each project site (Capão Redondo and Grajaú) and a dedicated M&E assistant	• Revision of project budget lines for value correction – approved by AstraZeneca in November 2017
Difficulties in identifying key people in the State Department of Education to share information about the project and formalize partnership	• Use existing network to facilitate introductions with key actors in the secretariat in order to initiate dialogue
Difficulty in closing partnerships with Secretaries of State – as São Paulo is a city of territorial dimensions resembling that of a country, the Secretariats and components, state and municipal, have many subdivisions to facilitate the local administrative process. This organization of both the territory and the governability of state bodies makes it difficult and slower to negotiate partnerships. The time spent in holding meetings to present projects, identifying key people in the sectors responsible, and the difficulty in obtaining meetings constitutes a barrier to the smooth flow of this process	• Approach a wide range of contacts throughout the different sectors and secretariats to interest and involve them in the project

EXPENDITURE

This reporting period has seen expenditure of 33% of the Year 1 (2017-18) budget – see Appendix 2 for detail. The rest of the Year 1 budget is expected to be spent by the end of the year (June 2018).

UPCOMING ACTIVITIES

The following activities will be implemented across the next reporting period (Jan-June 2018):

- Completion of the project baseline
- Holding a project launch event where the results of the initial study and the baseline survey will be presented to civil society, government and adolescent and youth officials.
- Delivery of the study of the final version of the context study of Capão Redondo and Grajaú
- Elaboration of a terms of reference to revise and adapt the curriculum built in the first phase and development of a new curriculum focused on NCDs.
- Review and adaptation of the peer educator curriculum by the project facilitators
- Mobilization of 2 schools and 2 youth centers for participation in the project
- Mobilization of 100 peer educators to participate in the project
- Meeting with relatives of peer educators to present the project
- Development of internal communication materials of the project
- Development of policy and advocacy strategy of the project through inputs offered by the context research, including a concrete action plan to be implemented throughout the program, with indicators to monitor progress.

ASTRAZENECA COLLABORATION

Over this reporting period the following activities have taken place in relation to collaboration with AstraZeneca:

- YHP project team developed an Employee Engagement Plan which is currently with AstraZeneca Brazil for approval (available on request).
- Defining of key individual AstraZeneca staff members who can be focal points in the community (this action is being carried out jointly with the AstraZeneca communications team)
- Two update meetings with representatives of AstraZeneca Brazil to inform about the activities of the project during this period

Appendix 1

Progress against all indicators

OBJECTIVE/GOAL	ACTIVITY REF.	ACTIVITY (per proposal)	OUTPUT INDICATORS	% / # TARGET	METHODS SELECTED TO MEASURE INDICATOR	MEANS OF VERIFICATION	STATUS
Objective 1: Build the knowledge and capacity of young people to take positive action on their own health	1, 1	Selection and mobilisation of new schools and youth centers	Schools and youth centers selected and participating in the project	8 (4 schools and 4 youth centers)	quantitative analysis	Staff reports, e-mails with school and center representatives	2 youth centres in Capão Redondo
	1, 2	Selection and mobilisation of new peer educator groups	Peer educators selected and mobilized to participate in the project	200 (100 peer educators each group)	quantitative analysis	E-mails with school and center representatives, list of assigned peer educators and staff reports	0
	1, 3	Meeting with parents to present the YHP	Meeting with parents to present YHP performed	2 (one for each peer educator group)	quantitative and qualitative analysis	Frequency list, staff reports, photos, videos and survey with participants	0
	1, 4	Develop peer educator curriculum specifically on NCDs and adapt existing SRHR and gender rights curriculum	Peer educator curriculum specifically on NCDs and adapt existing SRHR and gender rights curriculums successfully developed	2	quantitative and qualitative analysis	Digital copy of the developed products and favorable opinion on its quality from Plan Brazil's Nacional Strategic Manager	0

	1,5	Training of peer educators in health rights and NCDs	Peer educators in health rights and NCDs trained	200 (100 peer educators each group)	quantitative analysis	Frequency list and staff reports	0
	1,6	Training of peer educators in communication and advocacy skills	Peer educators in health rights and NCDs trained	200 (100 peer educators each group)	quantitative analysis	Frequency list and staff reports	0
	1,7	Peer to peer activities	Young people reached by peer to peer activities	40.000	quantitative analysis	Frequency list, staff reports, peer educators reports, on line communications	0
	1,8	NCDs and SRHR videos developed	NCDs and SRHR videos developed by the peer educators	8	quantitative analysis	digital copy of the videos	0
	1,9	Exchange moments with peer educators to share their experiences	Exchange experiences between Maranhão peer educators and São Paulo Peer Educators	2	quantitative and qualitative analysis	Travel ticket, testimonials from the peer educators and staff reports	0
Objective 2: Engage with communities to increase wider awareness and action on key health and gender issues affecting young people	2,1	Development of communication materials	Communication materials developed (logo, t-shirt, folder, pen, on line layout)	1 piece of material per community campaign (May 18, Oct/11, Dec/01)	quantitative analysis	digital copy of the materials layout and photos	0
	2,2	Develop mass-media awareness campaigns	mass-media awareness campaigns developed and disseminated	6 campaigns and 700.000 people reached	quantitative analysis	digital copy of the campaign materials, data os downloads, on line access,	0

						outdoor views, material distributed	
	2,3	Establish Community Stakeholder Groups (CSGs)	One Community Stakeholder Groups (CSGs) established in each community	2	qualitative analysis	staff reports, focal groups and testimonials	0
	2,4	Engagement of schools and teachers	Schools teachers and social educator engaged in the project	40	quantitative and qualitative analysis	staff reports, frequency list, testimonials and focus groups	0
	2,5	Development of advocacy and awareness raising school debates	Activities of awareness and advocacy in school, youth center and other community forums developed	8 - 1 per year in each space where there is a adolescent group	qualitative analysis	staff reports, frequency list, photos and videos	0
Objective 3: Strengthen the quality and delivery of youth-friendly health and education services	3,1	Select partner health units and other community based organisations	Partner health units and other community based organisations selected	8	quantitative analysis	Staff reports, e-mails with school and center representatives	2 health units in Capão Redondo
	3,2	Develop training materials for health professionals	Training materials for health professionals developed				0
	3,3	Score-carding	Score-carding assessment developed by peer educators in partners health units	4 (2 each year)	quantitative analysis	Digital version of core carding results, photos	0
	3,4	Create and/or strengthen a model	Strengthen a model youth-friendly health service	4 (2 each year)	qualitative analysis	score carding reports, photos, testimonials	0

Objective 4: Engage with key governmental stakeholders to influence public policies and laws around key health and gender issues affecting young people		youth-friendly health service					
	3,5	Training of health and education professionals	Training meetings with education professionals	48	quantitative analysis	frequency lists, staff reports and testimonials	0
	3,6	Hold seminars for health professionals	Seminars for health professionals held	2	quantitative analysis	frequency lists, seminar program, staff reports and photos.	0
	3,7	Support visits to health professionals	Training meetings with health professionals	48			0
	4,1	Carry out external kick-off meeting with broadcast of baseline results	External kick-off meeting with broadcast of baseline results carried out	1	quantitative analysis	frequency lists, event program, staff reports and photos.	0
	4,2	Develop YHP advocacy strategy	YHP advocacy strategy developed	1	quantitative analysis	digital version of the strategy	0
	4,3	Develop advocacy materials	Kits of advocacy materials on NCD and SRHR developed	2	quantitative analysis	digital version of the material	0
	4,4	Participation of young people in key advocacy spaces and events	Young people participating in key advocacy spaces and events in the community		qualitative analysis	frequency list, staff reports, testimonials, photos and focus groups	0

	4,5	Hold meetings and sessions with government authorities	Important meetings and sessions with government authorities carried out		qualitative analysis	e-mails, frequency list, staff reports, testimonials and photos	16
	4,6	Hold advocacy meetings with other relevant stakeholders	Advocacy meetings with other relevant stakeholders carried out		qualitative analysis	e-mails, frequency list, staff reports, testimonials and photos	03 ¹

¹ Meetings with other entities in the project territories that are important for formalizing partnerships